

**Governor's Interagency Coordinating Council for the  
Prevention of Alcohol and Other Drug Problems  
Governor's Prevention and Advisory Council (GPAC)  
May 2, 2013, 9:30-12:30pm**

**MEETING MINUTES**

The forty-first meeting of the Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on May 2, 2013, at the California Department of Alcohol and Drug Programs (ADP). These minutes provide a summary of the discussion and the decisions made during the GPAC meeting.

**INTRODUCTIONS**

ADP Acting Director, Michael Cunningham, welcomed GPAC members including Ms. Ellie Jones, a new GPAC member representing the Department of Social Services. Mr. Cunningham proceeded with GPAC member introductions.

**Ellie Jones**, Department of Social Services (DSS), reported that she works closely with State child welfare agencies and oversees Child Protective Services that provides services to children in foster care and adoption services. DSS is currently focusing on reforming the foster care system to improve outcomes for foster youth living in group homes.

**Ray Murrillo**, California State University (CSU), Office of the Chancellor, reported that the Alcohol Policy Report for the Board of Trustees will be available soon.

**John Carr**, Department of Alcoholic Beverage Control, introduced himself.

**Steve Wirtz, Ph.D.**, Department of Public Health (DPH), reported that he is currently working on a retail campaign targeting sales of alcohol, tobacco and unhealthy foods. The campaign is working with communities to help retail outlets consider the impact their business and sales practices have on community health factors.

**Elinore McCance-Katz, MD, Ph.D.**, State Medical Director, Alcohol and Drug Programs introduced herself.

**Michelle Famula, MD**, University of California (UC), reported that the Safe Party Initiative is becoming ingrained in the culture of UC Davis. UC Davis' annual Picnic Day was well attended and resulted in fewer problems this year as safety continues to be restored for this annual event. The campus is now conducting brief intervention screening to reduce unhealthy behaviors, specifically focused on alcohol risk reduction.

**Captain Pat Arvizu**, California Highway Patrol, introduced herself.

**Cheryl Adams**, Department of Rehabilitation (via conference call line), introduced herself.

### **OPENING REMARKS**

Acting Director Michael Cunningham offered a number of updates:

- In accordance with the Governor's budget for Fiscal Year (FY) 12-13, it is proposed that ADP functions and programs, with the exception of the Office of Problem Gambling, transfer to the Department of Health Care Services (DHCS) as of July 1, 2013. ADP has been busy planning for this transition. DHCS and ADP have created an approved joint ADP Transition Plan and a Steering Committee to oversee a smooth transition. Programs will be transferred intact, contacts are likely to remain in the same branch, and there will be no interruption in service delivery.
- Sequestration has triggered mandatory spending cuts, approximately \$85 billion in federal budgetary resources for the remainder of FY 2013. The Department of Health and Human Services (DHHS) and the Substance Abuse and Mental Health Services Administration (SAMHSA) are taking steps to mitigate the effects of reductions to the Substance Abuse Prevention and Treatment (SAPT) Block Grant, estimated at five percent. The final impact of cuts is unknown at this time.
- ADP launched the Workforce Development Task Force in January, 2013. By June 28th, the task force will deliver a report with recommendations on how to address emerging issues, such as preparing the treatment workforce to meet increased demand stimulated by health care reform. The goal is to recognize that prevention, treatment and recovery all have important roles in the service delivery structure.
- In 2007, the International Certification and Reciprocity Consortium (IC & RC) established professional competencies and an exam for the prevention field. That same year, the California Prevention Collaborative and the County Alcohol and Drug Program Administrators' Association of California (CADPAAC) made recommendations regarding the need for professional standards of competency. Competencies will ensure a common understanding of the broad prevention foundation, increase accountability, establish benchmarks for training, and increase job security and marketable skills. ADP has been working with the Center for Applied Research Solutions (CARS) to develop and implement training curriculum for prevention competencies. The curricula will include foundational, core and specialized competencies. The first set of competencies focus on the Strategic Planning Framework and are being launched with kick-off webinars that will be held on May 7 and May 9, 2013.

- On July 1, 2013, ADP will convene a Prescription Drug Abuse Prevention Workgroup. The initial steps of the workgroup include identifying project goals. The workgroup will present to GPAC in the coming year. For more information, contact Kendra Steenhoek, Prevention Services Branch, at 916-322-3821. Kendra will be facilitating the workgroup.
- Alcohol Policy 16 (AP16) was held April 3-5, 2013, in Washington, D.C. AP16 is an international conference addressing research, policy and prevention issues related to alcohol. The theme for this year was *Building Blocks for Sound Alcohol Policies*, focusing on the need for promoting evidence-based strategies and alcohol policy reform.
- In March, SAHMSA released the *2012 Report to Congress on the Prevention and Reduction of Underage Drinking*. This document was included in the GPAC packet. The report addresses the prevalence and nature of underage drinking as well as national efforts and best practices. State departments complete a bi-annual Sober Truth on Preventing Underage Drinking (STOP Act) Survey, created to enhance intergovernmental cooperation on underage drinking. The survey collects data related to prevention efforts in law enforcement, Alcoholic Beverage Control (ABC) programs, and K-12 through higher education. Survey responses are due May 29, 2013. Lorraine Frias will be contacting agencies to request information for the survey.

## **AGENDA REVIEW**

Ms. Colson reviewed the meeting agenda and also referred to the meeting packet materials. Included in the materials:

1. Policy Brief by Community Prevention Initiative (CPI), *Restaurants that "Morph" into Bars and Nightclubs in California Communities: What's the Problem and What Can Be Done About It?*
2. *Report to Congress on the Prevention and Reduction of Underage Drinking 2012: Executive Summary, California State Report.*
3. *Governor's Interagency Coordinating Council for the Prevention of Alcohol and Other Drug Problems (GPAC): Record of Achievements, January 1, 2003-January 31, 2013.*
4. Community Prevention Initiative (CPI), The Power of Prevention
  - *New Approaches to Prevention: Aligning Interventions between Substance Abuse and Mental Health*
  - *Community Prevention: New Opportunities to Create Impact through Collaboration*
  - *Effective Substance Abuse Prevention: Why it Matters, What Works, and*

### *What the Experts See for the Future*

5. *2012 Partnership Attitude Tracking Study: Teens & Parents*, The Partnership at DRUGFREE.ORG.
6. GPAC Collective Impact Survey Summary and Possible Next Steps.

## **PRESENTATIONS**

### **“The Costs of Substance Abuse in California”**

**Presenters: Stephen Bright, Ph.D., Acting Research Manager, ADP and Stephen Wirtz, Ph.D., Acting Chief, Injury Surveillance and Epidemiology, DPH**

ADP’s SPF SIG grantee for implementation and evaluation at the Pacific Institute for Research and Evaluation (PIRE), engaged Dr. Ted Miller to produce state and county-level cost estimates of alcohol and drug consequences in California. This presentation provided an overview of Dr. Miller’s study and suggested ways in which the cost data can be used to promote alcohol and drug (AOD) prevention, enforcement, treatment, and recovery services in California.

PIRE conducted a cost estimate project for the purpose of making an economic case for AOD prevention and treatment. Tasks included updating both statewide and county-level estimates of the AOD burden and adapting the analyses of effective school-based prevention in California. Data is crucial to: 1) determine the problem size and risk; 2) set priorities and resource allocation; 3) compare performance; and 4) evaluate programs.

The project has calculated the costs of AOD-related problems by identifying both tangible and intangible costs. Tangible costs include both direct (value of tangible goods and services such as medical costs, property damage), and indirect costs (such as lost work and lost wages). Intangible costs are related to quality of life. The project team designed a way to measure and monetize “quality of life” in order to truly understand the impact of AOD-related problems.

Total cost of AOD-related problems for 2010 is estimated to be \$172.6 billion, using this methodology. Cost per California resident is \$4,625. Tangible costs are absorbed by federal, state and local government sources, translating to \$188 per California resident. Non-government tangible costs are absorbed by businesses, health care systems, increased consumer prices, reduced income, and increased insurance premiums. The presenters included handouts breaking down statewide cost estimates and county-level cost estimates, per capita cost estimate, and type of harm.

This information can be used as an advocacy tool to prioritize prevention in public policy. By using “creative epidemiology,” one can describe the magnitude of the program by comparing total costs to things like cardiovascular disease, the cost of

smoking and even Exxon Mobil's annual revenue. This helps to translate the magnitude of the problem into meaningful terms for lawmakers and communities. Then, the cost analysis information can be compared to the comparatively low cost of effective school-based prevention, which is quite persuasive.

**-BREAK-**

**“Statewide Shoulder Tap – March, 15, 2013”**

**Presenter: John Carr, Public Information Officer, Alcoholic Beverage Control**

Mr. Carr presented an overview of the Statewide Shoulder Tap event that happened in March of this year. It resulted in a record of 506 arrests in one shift. Shoulder tap is an underage drinking compliance check law enforcement activity that utilizes youth that go out with law enforcement and act as decoys. The event received a tremendous amount of positive media coverage statewide. One hundred two police agencies participated, all of which have received grants to enforce underage drinking laws. This is a successful collaboration with local law enforcement, community coalitions and youth leaders.

**“Power of Prevention Summit”**

**Presenter: Kerrilyn Scott-Nakai, Project Director, Center for Applied Research Solutions**

Ms. Scott-Nakai congratulated GPAC on the ten-year milestone of collective advocacy accomplishments for prevention. The Power of Prevention summit was held in Sacramento in February, 2013. Seventy participants represented various state and local prevention stakeholder groups. Summary notes from the two-day summit were included in the GPAC packet. The goal of the summit was to generate a common vision for elevating and sustaining prevention efforts while ensuring linkages and integration with other prevention efforts. Objectives for the summit, in addition to generating a common agenda, included fostering linkages, developing recommendations for concrete next steps, and developing a core advocacy and leadership group to encourage ownership and move ideas forward.

The summit was based on the collective impact model for social change. The principles of the model include common agenda, shared vision, shared measurement, mutually reinforcing activities, continuous communication, and backbone support. In attendance were county AOD administrators and prevention coordinators, other county prevention partners, community-based prevention specialists, and national and statewide prevention initiative leaders. Plenary presentations were given by Michael Cunningham, Dr. Jon Perez from SAMHSA, and Secretary Diana Dooley from California Health and Human Services Agency. Also presenting were Laura Colson of ADP, Jacquolyn Duerr (DPH), Tom Herman (California Department of Education), Steve Wirtz (DPH), Connie Moreno-Peraza (CADPAAC), and Gary Najarian (San Francisco County DPH).

Discussion topics included utilizing cost benefit data, influencing social norms, the need for valid and reliable data, identifying opportunities for change, and “mapping on” to broader wellness efforts. Workgroups covered the following topics:

- 1) Workforce and leadership development;
- 2) Fostering within and across system partnerships;
- 3) Prevention within the Affordable Care Act;
- 4) Advancing prevention programs and practices; and,
- 5) Policy Development.

Next steps and recommendations will flow from the compilation of the summary notes; a follow-up webinar, a follow-up meeting to conduct a background review; and identifying additional representatives to take leadership going forward. GPAC members can engage in the process through participation in workgroup activities and future meetings.

### **“Achievements & Next Steps”**

**Presenters: Denise Galvez and Lorraine Frias, Prevention Services Branch, ADP**

Ms. Galvez called the members’ attention to the visual presentation of GPAC’s 10 years of many accomplishments. ADP has created a formal document (in packet) of accomplishments and will compile recommendations for next steps as GPAC goes forward.

In order to continue momentum, it is ADP’s goal to support the effectiveness of GPAC. Ms. Frias has reviewed all agendas and minutes going back to the inception of GPAC. She reported being impressed by the ongoing commitment to collaboration and integration; that GPAC has been using a collective impact approach for many years. The collective impact survey summary, included in the packet, highlights and summarizes individual member’s recommendations for GPAC going forward. ADP intends to compile a package that formalizes GPAC’s mission, vision, strategic goals, etc. They would like to convene a planning workgroup to refine the future direction.

Michael Cunningham emphasized the importance of an exploratory process as the transition to DHCS becomes final. It will be important to frame GPAC in a manner that it provides a broader context. A number of members committed to participating on some phone calls to begin this process. Ms. Frias will coordinate the phone meetings.

## **COUNCIL WORKGROUPS**

### **Strategic Prevention Framework State Incentive Grant Update**

**Margie Hieter, SPF SIG Coordinator, ADP**

Ms. Hieter provided an update on the SPF SIG grant. The project ties in closely to the cost estimate report that was provided at this meeting, as well as the shoulder tap operations. Both are strategies employed by the SPF SIG project. The project focuses on underage drinking among 12 to 25 year olds. State representation oversees the administrative process while PIRE implements the process at the community level. In 11 counties, there are 12 communities that are participating. Currently, PIRE is working with these communities to create action plans. Plans are based on needs assessments that were done on social host availability, retail availability, DUI-related crashes, and other conditions. The action plans specify steps that will be taken to address the particular local issues identified by the needs assessment. Enforcement activities are combined with high visibility of the operations to increase effectiveness, calling attention to the enforcement efforts both before they happen, and then reporting out to the community after they happen.

On June 13, 2013, there will be a training program for participants in Sacramento. Learning topics will include the importance of visibility and messaging, as well as Responsible Beverage Service Training and enforcement operations. Community representatives will share successes and challenges.

#### **SUMMARY/CLOSING – Michael Cunningham**

Michael Cunningham motioned for any further comments in which none were expressed. Mr. Cunningham announced that the next GPAC meeting is tentatively scheduled for July 25, 2013.